

〔M. W. J.〕



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THE GATEWAY WRITER'S GUIDE

A Handy Handbook of Helpful Hints

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Compiled 1965

#### ACKNOWLEDGMENTS

The fact that almost all copies of Hugh Lefevre's *Gateway Style Book*, issued in 1952, are now lost or torn out, has made some sort of re-issue necessary. The present compilation is based on that work, but includes a great deal of additional material.

Other sources of this new material are Dr. W. H. Scoville, and English Handbook, Toronto, 1954; R. H. Brown, *Creative English*, Toronto, 1955; the Canadian Press Style Book, with revisions to 1954; "The Toronto Mercury" Style Book, with revisions to 1955; "The Galt" Daily Hand-Book; and a series of lectures written by Mr. Scoville.

December, 1955.

## I. UNIVERSITY INFORMATION

### What the Gateway Is

The Gateway is the student newspaper of the University of Alberta. It is constituted under the Publications By-law of the U of A Students' Union, which sets out five purposes to be fulfilled by the paper:

- (a) Providing accurate and complete coverage of campus news;
- (b) Aiding in the promotion of student activities and functions;
- (c) Presenting all aspects of opinion to the student body as a whole;
- (d) Encouraging the literary and artistic talents of students on the campus and
- (e) Maintaining co-operation between the administration, staff and students of the university.

The Gateway today is a tabloid-size paper, published Tuesday and Friday, from September to June. The Tuesday edition usually contains four pages; the Friday edition, anywhere from eight to twelve pages.

The Gateway is a member of the Canadian University Press, a group which includes 26 other on-campus papers across Canada. Its membership entitles the Gateway to receive copies of each of the other CUP papers on exchange, and to use any material in them without charge. It also provides a system for sending news between papers by wire.

for international coverage, the Gateway exchanges with the studentenpiegel, an international university news service which publishes in Berlin; and the Associated Collegiate press, a United States organization similar to the CUP.

## 2. Sections of The Gateway

In fulfilling its functions under the by-laws of the Students Union, The Gateway publishes three main departments, which can be observed in a Friday paper. They are the news, editorial and sports departments.

Most important of these is the news section. It includes stories of general news interest, fine arts events and critiques, features, exchange stories, and photographs.

On the editorial pages come the editorials, humorous and serious columns, cartoons, special articles of opinion and comment, and letters to the editor.

Sports department is responsible for all material on sports included in the paper. As the most-read section of the paper, keeping it up to a high standard is of special importance.

In addition, The Gateway provides an outlet for belles lettres by campus authors in a special literary supplement. This replaces the magazine stet. Interest in this aspect of writing has dwindled to a point at which filling up the supplement once a year is difficult.

### 3. How The Gateway Is Organized

Publisher of The Gateway is the U of A Students Union, through the medium of Students Council. Council annually appoints the editor-in-chief, who is in complete charge of the paper, but responsible to council for his actions, and liable to be dismissed by council at any time.

Other top editors of the paper are the associate editor, who assists the editor-in-chief, and the managing editor, who supervises production of the paper and office routine. These editors are appointed by the editor-in-chief, but require the approval of Students Council before they assume office.

Other editors have specialized functions. The copy editor reads everything to be published in the paper before it is sent to the print shop, and is responsible for setting instructions and proofreading. He is directly in charge of the rewrite and proofreading staff. The news editor assigns all stories and photographs for the news department of the paper, and supervises their writing. The sports editor has complete charge of the sports pages of the paper, including writing, photography and make-up. So important are fine arts events on the campus that a special fine arts editor is in charge of covering them. The features editor is responsible for all stories not immediately connected with news. The CUP editor reads all newspapers received on exchange, rewrites material of interest to Alberta students, and takes general responsibility for our part in the Canadian University Press.

#### 4. Production of The Gateway

Several steps are needed before a story can be transformed from information possessed by the reporter into a printed account in the Gateway.

First, it must be written down, usually by a reporter able to type. Manuscript or sloppily typed stories must be re-typed in proper Gateway copy style, discussed in Part III of this Guide.

Then the story is placed in a basket on the copy desk, centrally situated in the Gateway office. The deskman, usually the copy editor, will correct errors of style and form - directing that the story be rewritten, if necessary - and mark on the copy setting instructions for the printer.

All Gateway mechanical work is handled by the university printing department, in the Printing building (just behind the Engineering building). The print shop receives copy and sets the story in type. A proof of the type is returned to the Gateway office, where a proofreader marks any errors. The corrected proof is returned to the print shop, which sets corrections in type.

Another proof goes to the make-up room in the Gateway office. Here, it is pasted on a page "dummy" in the position which it will occupy in the paper, and its headline is written. The page dummy is sent to the print shop and the page "made up".

A final proof is pulled of the entire page, which is read by a senior editor, as well as a proofreader, before the edition goes to press. Printing is done on a flatbed press,

and the papers folded, trimmed and stacked, ready for distribution.

#### 5. Deadlines

Deadline for the Friday edition of The Gateway is 5 p.m. Tuesday. Here's where the intervening time goes:-

On Tuesday evening almost all copy for the paper is readied by the copy desk and sent to the print shop, which sets it Wednesday. Some late material, ready Wednesday, if of special importance, may be included in the paper.

Wednesday evening sees most of the dummies made up, with the exception of the front page and late sports. Make-up at the print shop is done Thursday, and the initial pages run off the press, a matter of several hours.

Late makeup can be dummyed in Thursday, and set at the print shop Friday morning before the final press run.

Tuesday copy must be ready Sunday night. Setting is done Monday, the pages dummyed Monday evening, and make-up at the print shop done first thing Tuesday morning. Only one press run is required for the Tuesday edition.

It is because of this very tight schedule for producing the paper that DEADLINES MUST BE ADHERED TO RIGIDLY.

#### III. WRITING FOR THE GATEWAY

##### 6. Types Of Story

The Gateway reporter is mainly concerned with writing

three types of story: news, features, and sports.

#### 7. The Nature Of News

Most writing for The Gateway is in the form of straight news stories. "News" means anything factual of interest to Gateway readers, students or faculty members. Sometimes Gateway stories are picked up by Alberta dailies and on rare occasions may appear in papers across Canada.

News by its very nature cannot be defined with precision. A news story may be an announcement of something that is to take place, such as Fall Convocation, repairs to the Medical building, or a meeting of the Student Christian movement, or the Boxing club. It may be something that just happened, a change in disciplinary regulations, an increase in registration, or a speech before some campus group. Or, it may give recent developments of something that started a long time ago.

Organizing news coverage is the job of the news editor. For each edition, he canvasses all available sources of information on what is likely to happen before deadline. He watches the bulletin boards. He keeps notes of things previously announced in The Gateway. He has programs of such organizations as the Philosophical society. He knows when to expect such regular events as Fall Convocation, Test week, and Color night. He also has "tips" which reporters or outsiders have given him about things happening, or likely to happen soon, written down.

With all this information to draw on, he lists in an assignment book the events which will receive news coverage. Beside each topic for a story, he writes the name of the reporter whom he makes responsible for gathering the information and writing the story. The completed assignment book is placed in a convenient location in the office.

The reporter's duty is to call at the office regularly and read the assignment book. He writes his initials in the space provided opposite his assignment. This informs the news editor and others that the reporter understands his assignment, and will have it in on deadline. By tradition, a large sign above the bulletin board in the office instructs each reporter, "You Sign the d--n book!" This sign means what it says.

This method of gathering news is supplemented by a system of "beats". A "beat" is a particular group of related news sources which can be expected to produce a certain amount of story material at regular intervals - like the administration, the medical building faculty, or the residence officials and house committees. A beat reporter may or may not find his name on the assignment book. If he doesn't, he still has work to do. He must check with all his news sources and make certain that any news concerned with his beat is covered.

If you are a beat reporter, complete coverage of all news on your beat should be the first of your objects. You should set up a system of contacting news sources on your beat regularly - people like department heads and club officials. The week you miss because you're too busy may be the week of

the biggest news break yet.

A word of advice - don't telephone or talk to those people for just a minute or two and then go away. Many of them don't know what news is. If you ask, "Any news?" they'll think a while, and give a negative reply. Talk to them about their line of business, gathering all the background information you can. They may lead to you a good story they would never have thought about by themselves.

#### 8. News Story Construction

The reader of news has been called "the worst reader in the world". That is because he usually pays little attention to what he is reading, and skims it hastily or carelessly. The newspaper writer must keep this fact in mind. It is for these indifferent readers that the so-called "inverted pyramid" news story has been developed.

In inverted pyramid construction, the most important fact in the story is placed in the first paragraph, or "lead". The second most important item goes in the second paragraph; and as the story progresses from paragraph to paragraph the facts become successively less important. Towards the end of the story, care should be taken to see that the paragraphs are independent of what has gone before, as they may have to be omitted in page make-up.

Note that this construction is exactly opposite to the arrangement of a fictitious story or essay, which intro-

duces the reader gently and builds up to a climax with the most important idea at the end.

EXAMPLE:

Fifty-six eager freshman received a demonstrative welcome to university from the Golden Key society at the Edmonton North Side CPR station Sunday night.

The new students, arriving on the CPR's diesel dayliner, were welcomed by a committee of the Golden Key, accompanied by bagpipers and a brass band, a chorus line of cheerleaders, and large signs reading WELCOME FRESH.

Older passengers descending from the train looked on in amusement as the bagpipes played a Scottish air and members of the band performed several university tunes.

A line of five cheerleaders wearing university colors shouted college yells. Upperclassmen crowded the station platform, many carrying placards of greeting.

The freshmen rode in chartered buses to the university campus, where they were treated to free coffee and doughnuts.

The reception was organized by the Golden Key society under the chairmanship of Tommy Peacock. Members of the 20-man society arranged for banners and buses, and accompanied the freshmen on the last leg of their railway journey.

Previous receptions had fallen flat as very few freshmen were on the appointed train. This year's crowd of 56 was brought out by an extensive publicity campaign in advance.

The reception was the first event of Freshman week, staged by the Golden Key to introduce freshmen to campus life.

Consider the structure of the above news story.

The First paragraph is a "summary lead". It includes every fact essential to the story. If necessary it could stand as a complete story by itself. At the same time it contains

descriptive words (eager, demonstrative) which convey the atmosphere of the event and help make the reader want to read further.

If the story contained only the first two paragraphs, it would appear brusque and short, but still complete. Notice that the story could be ended at any paragraph and still seem complete; yet each paragraph adds a new fact to the story.

Notice also how short the paragraphs are. This is a distinctive characteristic of news writing. The ideal news paragraph is usually between 40 and 50 words. It should not, when set in type, be longer than the width of the column (two inches).

The last paragraph is the least important of all. It states a fact pertinent to the story, but so well-known (it also will appear in other stories in the edition) that no loss would occur if it were omitted in page makeup. It makes no attempt at a summary conclusion (the summary was in the lead). An inexperienced reporter might have written:

And so another class of freshmen began the whirl of Freshman Week at the University of Alberta.

A paragraph like this, containing no new material but merely attempting to "round out" the story, would have suffered oblivion at the copy desk.

News stories are not concluded. They simply die natural deaths when the reporter has no more facts to state.

## 9. The News Lead

The most important part of any news story is the lead, the first paragraph. It must be accurate, because the lead is the only part of the story many people will read. It must be interesting as well - so that as many people as possible will be encouraged to read farther.

The lead of the ordinary news story should summarize the entire story in a few words. It answers the questions which the reader naturally thinks of: who, what, when, where and often why and how. It provides a quick identification of persons, places and events, necessary to the understanding of the story.

Here are some basic suggestions for writing leads:-

1. The lead should be complete, but not overburdened. Try to hold the first sentence to less than 30 words and preferably shorter. The lead paragraph should be not longer than three sentences, and preferably shorter.

2. The most important and interesting fact should be placed first in the lead.

### EXAMPLE:

Purchase of a television set to be installed in the Students Union building was authorized Tuesday by Students Council.

3. Give your source in the lead, if it can be done smoothly.

### EXAMPLE:

Young engineers should develop the many projects that have been started by the previous generation of engineers, Dr. D. K. Stephens, resident of the Engineering Institute of Canada, told engineering students Wednesday.

4. The time element should follow the verb as closely as possible. See the previous examples.

Watch for examples of successful leads as you read a newspaper. Also, look at the short items in the "last-minute flashes" at the lower right corner of the front page of a lively local paper. They are usually just leads of longer stories received too late for inclusion with the rest of the news.

#### 10. Feature Stories:

A feature story describes some interesting aspect of campus activity, usually continuing over a considerable period of time, or otherwise lacking the element of immediacy which is present in the news events.

It may be an interview with a student who has spent a summer in Europe, with a retiring faculty member, or with a foreign student studying here. It may deal with a new scientific discovery at the university, or some interesting collection like the library's rare book room.

Features are written more like magazine articles than news stories. They arouse curiosity and interest at the beginning, carry some idea of the story in following paragraphs, develop throughout the story, and end strongly and conclusively.

Unlike a news story, a feature won't stand by itself if ended anywhere. It must usually be run from beginning to end, or not printed at all.

The lead of a feature, like a news lead, is extremely important. Imagination is a chief requirement. It may take

half an hour to think of just the right lead for a feature, but the time is well spent.

Features are the special responsibility of the features editor working in co-operation with the news editor. Some features are assigned in the assignment book. Others are produced by particular beats, like the library or the extension beat. Often the reporter may think of a new idea for a feature. He should inform the features editor before going to work on it.

Good features are important. They add human interest and permanent value to the pages of The Gateway.

#### 11. Sports writing:

Sports writers will find the quality of their work up to a high standard if, and only if, they follow the rules of good news writing. Most sports stories are in essence news; a few may be features.

#### 12. Brighteners:

A special kind of story, combining elements of news and feature reporting, is the "brightener", short, true and humorous. Brighteners are made, not born, but they may be found anywhere, by any observant person. Writing them requires skill and care. They are highly valued, because they add life and sparkle to a heavy front page, and the successful brightener earns a by-line for its author.

Better than any description, here is an example of a brightener. It was written by a Gateway staff reporter who had been tipped off by a friend, and appeared on a front page in 1954.

By Bay Katabrook

Does the modernistic art displayed on the third floor of the Arts building give you a "pain in the neck"? There's a very real reason. Don't look now, but a painting has been hanging upside down for the past two weeks.

Prof. H. G. Glyde, head of the department of fine arts, admitted Tuesday in a brief interview that yes, he realized it was upside down, but he had forgotten to have it righted. However, since no one had noticed, he concluded that it didn't really matter.

Gordon Wheeler's painting, "Abstract Composital", the victim of the error, is a famous painting. It is travelling in the western art circuit, and is a product of the influence of Parisian art schools. Perhaps the versatility of the artist is proven by the fact that his painting looks equally good from any angle.

The painting is an example of impressionistic art. Maybe it doesn't matter from which direction one gets the impression, but even the uncultured science student who spotted the error liked the picture best right side up.

13. ABC's of News Writing

Three outstanding qualities can be found in a successful news story. They are called the ABC of news writing because of their initial letters: Accuracy, Brevity and Clarity.

14. Accuracy

By accuracy is meant, first of all, accuracy of fact. Each statement in a news story must be checked until the reporter is perfectly sure it its truth. A mistake means a correction given equal prominence in the next issue. In 1954, The Gateway printed a story which began:-

All criticisms of fraternities come from people who don't know too much about them, said Prof. A.A. Ryan, provost, at the Interfraternity council freshman forum held on Thursday.

What Mr. Ryan, (who as an official of the university administration takes a neutral stand on the fraternity issue), really said was, "There is always a considerable amount of antagonism to fraternities, some (not all) of which comes from those who know little about them." The reporter who obtained the story from a fraternity member by telephone failed to check with the provost. Copy desk, which should have spotted the error because the statement was improbable, slipped up. The result was a long apology prominently placed on the front page of the next issue. The lesson of this experience is **CLICK AND RE-CHECK ANY POSSIBILITY OF ERROR!**

Accuracy of fact "is a question of morals, not of style" (Hart). Of great importance also is accuracy of language. The freshman reporter wrote, "The disciplinary committee did not sentence John Smith, engineering 1, for drunkenness Friday." The reporter wanted to say that the committee did not sentence Smith on Friday; what has actually been said is that Smith was drunk Friday, which may or may not be true.

Be specially careful when using a long or unusual word. Short, simple words are best in news stories. The only excuse for using a difficult term is that it, and only it, conveys the exact meaning required. You must know that meaning and be sure it is the one you want to convey. Too often, a

and thus is a pretentious move to impress his readers. In fact realizing its meaning is different from the meaning a word or could have said. As an example, consider the following to see why "transpire" is NOT a synonym for "happen".

Want

A news story is brief when it says what it has to say in the shortest, briefer words possible. The writer does not have to be wordy, to words out the facts. He can get his message across in a briefer way. For example, the following headline from the Washington Star of today, is considered to be brief and to the point. It is printed in four columns. At the printing cost of \$4 a column it is to be saved on an edition size paper. Condensed or concensed copy saves space and money, it also saves the reader who does not have to pass through a jungle of words to find the concealed meaning.

Here are a few tips which may help you in condensing a copy:

1. Be specific

LOOSE:

Three winners of the Varsity Football Night parade were selected recently by judges. The arts, pharmacy and engineering floats were the best of the 20 entries.

CONDENSED:

The arts, pharmacy and engineering floats were judged the best of the 20 in the Varsity Football Night parade Saturday.

2. say it only.

## LOOSE:

Bad weather conditions delayed the opening of the parade. Sleet and hail ...

## CONDENSED:

Sleet and hail delayed the parade opening ....

3. Make the verb work. Avoid throwing the entire meaning of the sentence on nouns connected by a loose verb.

## LOOSE:

Members of Students' Council held a regular meeting Tuesday ....

## CONDENSED:

Students' Council met Tuesday ....

4. Avoid overworked, stereotyped expressions. Many words are natural space wasters. Watch out for will hold, held, the, a, had, had, ave, is, are, an, clock.

## LOOSE:

He went on to say that John was dead.

## CONDENSED:

He said John was dead.

5. Use participles freely.

## LOOSE:

Assiniboia hall is the second oldest building on the campus. It was complete in 19

## CONDENSED:

Assiniboia hall, completed in 1912, is the second oldest building on the campus.

16. Clarity

A clear news story is one which the reader ...

understand without havin' to puzzle over it. It is harder to give specific rules for clarity; but lack of clarity is easy to detect, because a person other than the writer will have difficulty decidin' what an unclear story means.

A few things should be kept in mind:-

short words, short sentences and short paragraphs break the thought of th story into easily understood units.

All the facts must be included in a clear story. Don't be afraid to include plenty of background information. A story about the men who are to receive honorary degrees at Fall Convocation should, if Fall Convocation has not been mentioned previously, mention that a number of students are to be present to receive their degrees at the same time. If you need facts, don't be afraid to telephone your original source of information. People are only too happy to help clear things up.

Finally, don't rewrite. Rewrite, using extra sentences or paragraphs if necessary, to make a story clearer. Stories are important, but stories should never be cut down to a point where they are hard to understand.

## 17. Objectivity

A final word of instruction, and perhaps the most specific and important of all - on being objective.

Give facts in your stories, not opinions. The news service strives to keep its news reports impartial and confined to the editorial page. A good story is one that interests readers because of the information or interesting features it contains. The story must merely present the facts, and allow the reader to form his own opinions.

Write stories impersonally. Avoid personal touches and comments. Avoid adjectives that are not purely descriptive. Avoid tail-end personalized comments, or moral tags.

A few examples of what to avoid:-

Everyone is welcome. (This one appears in news stories with alarming frequency.)

The concert is expected to be a highlight of the year.

Mr. Buck pointed out in his speech ....  
(Point out or similar expressions should be  
revised. For instance, if etc., Mr. Buck's  
points may be questionable. Say "Mr. Buck said  
(remarked, stated, declared, etc.) in his  
speech .....)

Let's all get out and support the club members.

For this splendid program, the Blank club deserves high praise.

Don't allow prestige to influence you in selecting columnists or critics. Let's say, Roman Catholics deserve equal protection for meeting notices and news stories. Failure to do so belongs to the size of the real news.

### III. GRAMMAR, STYLE, USAGE

#### Style

Journalistic writing is described as "informal", etc., etc. Accordingly, it must conform to the requirements of modern English. For that reason, a number of grammatical rules - intended to correct the commonest, easiest mistakes - are mentioned here. They are no substitute for a grammar book. If you are having trouble with some

particular point, consult M. H. Scargill, An English Handbook (Toronto, 1954) or H. W. Brown, Creative English (Toronto, 1935) to find the accepted Canadian usage. An attempt will be made to have these available in the office, from the copy editor. For more detail, refer to H. W. Fowler's Modern English Usage (Oxford, 1926).

In addition, a number of articles in this section refer to "style". They give a standard form for use in writing names, addresses, dates and so on. Style throughout the paper MUST be consistent. Use of inconsistent style means difficult copyreading, typographical errors, expensive resetting at the print shop, and a sloppy-looking paper.

Finally, there are a few special points which distinguish Gateway usage. Every newspaper has a few idiosyncrasies in its rules; The Gateway's are a few as possible. Watch out for them, and use the style given here.

#### 19. Preparation of Copy

Type all stories as neatly as possible. If you are unable to type, write the story out legibly in long-hand, and leave it in the incoming news basket on the copy editor's desk. Remember that legibility is essential for the typist.

Type on one side of the paper, and double space your lines. This makes for easier interlining and copy reading. Leave margin of at least an inch on each side of the page. Set the typewriter for a 70-stroke line. Because each 70-stroke line equals two lines of standard one column, eight point type, this makes for easier computation of the length of the copy.

End each page on a paragraph. If a paragraph would otherwise run over to a second page, chop it off or cross it out and begin again on the next page.

In the upper left hand corner of the first page, write a one-word "slug" or guideline that will describe the story. The slug may be the name of the individual about whom the story is written, an action verb, or any other word briefly descriptive. For instance, if it concerns John Jones, slug the story JONES. If it concerns a debating contest, it should be slugged DEBATING. The slug becomes the name of the story during its handling by The Gateway; hence it is important it be descriptive, since it designates the story during each stage of operation. It should be used in make-up on rough dummies, by the news editor or copy editor in making a list or inventory of copy for the edition, and should serve as a common identification of the story between The Gateway staff and the printers.

Follow the slug with the page number, as, JONES 11111111. If the story runs to more than one page, put the slug in the top left hand corner of each page followed by the page number, as, JONES 2222222, JONES 333333, JONES 444444, etc. If the story runs to ten pages or more, put two spaces between each number in the series, as, JONES 10 10 10 10.

Two lines below the slug on the first page, type your name. If you are not a Gateway staff member, follow your name with your telephone number. An example of the first page of a story turned in by a Gateway staff member would be as follows:-

## CONVENTION 111111

Doug Green

Student presidents and other student leaders from all parts of Canada will converge on the University of Alberta cam-

Be sure to keep your story slug and name well over two inches left and side of the page, especially on page one, leaving plenty of space below the slugs for name on the first page of the article, and for instructions to the printer, by-lines, and so on.

At the end of each page of the story, except the first, type or print one cent. At the end of the numbered story, type one cent, below the final graph on the last page, as,

- 30 -

... (the standard price of a copy originated in radio, where 30 cents is the standard 30-minute broadcast).

... to be sure to make men to circle the story. Instructions should tell they will not be misinterpreted (or) a copy in type by the printer. Before a story is to be copyread, read it through carefully. Check all information with reliable sources; check with the faculty year book the University Calendar and the current Telephone Directory; check abbreviations, capitals, nouns, etc. with the following pages on style and writing; consult all good reliable spelling with The Oxford Dictionary.

20. Dateline

A local story carries no dateline. Stories taken from papers outside Edmonton, and stories from correspondents away from the University of Alberta in Edmonton carry a dateline. Stories taken from Canadian University Press member papers and stories wired from other CUP papers carry, in brackets, following the locality, the abbreviation CUP (without periods). Similarly, stories picked up from the Associated Collegiate Press carry the dateline ACP; those from European news sources carry the name of the source (Studentenpiegel or IUS). Stories given specially to The Gateway by correspondents carry, in parentheses following the location, the words Special to The Gateway. Note, however, that the dateline of a story in The Gateway carries no actual date. The lead following the dateline should not be put into a separate paragraph.

## EXAMPLES:

OTTAWA, (CUP) - Co-eds from Carleton College have been heard to remark, "It's utterly disgusting!" when questioned as to their, etc.

HAMILTON, Ont., (CUP) - It's all over but the cheering in the fight for the Canadian university hockey championships. Alberta, etc.

CALGARY, (Special to The Gateway) - The University of Alberta in Calgary will this year offer two new courses, Dr. A.L. Doucette, etc.

The correct order is: locality, with city in capitals, province, if necessary, in lower case; commas; CUP or Special in parentheses; dash; and body of lead.

The following are the rules of Gateway style for all copy:-

21. Abbreviations

When In Doubt, Spell It Out.

Abbreviate names of provinces, states and countries only when they follow the names of cities, as, Regina, Sask. Do not abbreviate the word Alberta. The abbreviation Alta. is NOT acceptable.

Abbreviate Street and Avenue in addresses, but not elsewhere, as, 11122 - 88 Ave., but, The store is on 105 Street.

Abbreviate U.K. (United Kingdom) and U.S. (United States).

In dates only, abbreviate names of months that contain more than five letters, as, Jan. 12, 1952, but, March 12, 1952, and The month is January (not Jan.). Do not abbreviate days of the week. When necessary to improve clarity, use A.D. and B.C. in writing dates. The date follows A.D. and precedes B.C., as, 32 B.C., A.D. 1066.

Use initials in place of long names of organizations the second and succeeding times they are used in the body of the story; but always spell out the name in full the first time it appears in the body of a story.

EXAMPLE:

The National Federation of Canadian University Students will meet in Edmonton for its 19th Annual Convention, NFCUS officials stated ....

This applies to universities: University of Alberta, U of A; University of Toronto, U of T; University of British Columbia, UBC. Note that there are no periods in such abbreviations. (See #46, Punctuation.)

Abbreviate faculty designations after names, as, Mary Smith, nurse 2; Joe Brown, ag 3. (Note no periods).

Abbreviate the titles Dr., Mr. Mrs., the Rev., the Hon., M., Mme., and Mlle., when they precede a person's name. Abbreviate Senior and Junior when used after names, as, Bill Brown, Jr. Abbreviate Asst. Prof., Assoc. Prof. and Prof. when used before a faculty member's name. But never abbreviate president, vice-president, treasurer, secretary, secretary-treasurer, representative, lecturer and other similar titles.

Abbreviate Saint, Mount and Fort before names, as, Mt. Norquay. Do not abbreviate Mountain when it follows the proper portion of the name, as, Castle Mountain.

Do not abbreviate the word Christmas.

Do not abbreviate railway, corporation, island and similar nouns.

Do not abbreviate the words cent and per cent except in tabulations.

## 22. Addressess

For locations of meetings, etc., in university and other buildings, the correct form is: room, number; name of building; and location (if necessary).

### EXAMPLES:

The meeting will be held in room 217, Medical building, or in the Mixed Lounge, Students' Union Building, or in room 404, Exchange building, Ottawa.

For overtown addresses of students and faculty, use the form 9805 - 105 St. Always check them with the student or city telephone book, the City Directory or some other reliable authority.

23. America

America properly refers to North and South America, including Canada. Use U.S. (abbreviated) when referring to the United States of America. It serves as both noun and adjective.

24. Because

Because cannot introduce a noun clause.

RIGHT:

The reason why most people fail is that they do not study. Or most people fail because they do not study.

WRONG:

The reason why most people fail is because they do not study.

25. Britain

Britain is the correct name of the island containing England, Scotland and Wales. The United Kingdom (abbreviate to U.K. in news writing) includes England, Scotland, Wales and Northern Ireland. Distinguish carefully.

26. Calgary and Edmonton Branches

In a first reference in a story, write: the University of Alberta in Calgary (in Edmonton). In the second and succeeding references, use: the Calgary branch (Edmonton branch).

27. Capitalization

When In Doubt, Do NOT Capitalize.

Do not capitalize the common noun part of names of organizations, names of buildings, etc., except where they precede the proper noun part.

WRITE:

Arts and Science club, Engineering Students' society, Philosophical society, Literary directorate, Golden Bears basketball team, Student Christian movement, Medical building, St. Stephen's college, Athabasca hall, Drill hall, McGill university, etc.

WRITE:

University of Alberta, Hotel Macdonald, National Federation of Canadian University Students, etc.

Exceptions to the above rule are: (a) geographical expressions in which the common noun is an integral and essential part of the name; (b) Students' Union and Students' Council

WRITE:

Prince Edward Island, Students' Union, Students' Council

Note that Stage One and Stage Two are capitalized because they stand for Stage One, Students' Union building, etc.

Do not capitalize names of faculties, schools, departments, or courses, except where the name is a language or where a course name is followed by the individual course number.

WRITE:

faculty of agriculture, school of commerce, department of zoology, courses in history, chemistry, and physics, arts student, engineer, lawyer.

WRITE:

department of English, courses in French and Russian constitutional history, History 55, Physics 40, Mathematics 21.

Do not capitalize college degrees unless abbreviated, as, bachelor of arts, but, B.A., LL.B.

Do not capitalize room names, as, room 135, Arts building, reserve reading room, mixed lounge, but Wauneita lounge (proper adjective, hence the capital).

Capitalize titles of honor only when they precede a person's name, never when they follow in apposition, as, Council President Jim White, but, Jim White, council president.

If a title is used alone, without a person's name, capitalize it only for such high positions as the Queen, the Crown (i.e. the position), the Governor-General, the Lieutenant-Governor. Do not capitalize any other titles of dignitaries.

Capitalize names of special days, weeks, historical periods, events, and documents, as, International Night, Freshman Week, the Machine Age, the Depression, the Second Great War, Magna Carta. Do not capitalize a.m. and p.m. Do not capitalize seasons, as, summer, spring.

Capitalize A.D. and B.C., names of God, Christ, the Trinity, the Bible, the Virgin Mary, and other words that stand for them, as, the Good Book.

Capitalize The when it comes before Gateway or the names of other publications of which the article is an integral part, as, The Gateway.

Capitalize the names of definable geographic regions, but do not capitalize compass directions unless they refer to a section of country or the world, as, Eastern Canada, the Prairies, the South Side, but, he headed west.

Do not capitalize the second part of hyphenated words unless they are proper nouns or proper adjectives, as, the Ninety-seventh amendment (unless at the beginning of a sentence, write 97th amendment) but, pro-Smith, Pan-Hellenic.

## 28 Collectives

Collective nouns may be considered as a group or as a number of individuals. It is important to maintain consistent style, in any particular case.

WRITE:

The audience rises to its feet and roars, or, The audience rise to their feet and roar.

NOT:

The audience rises to their feet  
and roars (or any other hybrid).

## 29. Comparison

Compare only those things which can be compared logically.

WRITE:

His ambition is greater than Fred's  
(not "greater than Fred").

Do not leave out the word other after than or as,  
when comparing two members of the same class.

WRITE:

The vote was larger than any other yet  
cast (not "than any yet cast").

## 30. Contractions

Contractions such as can't, isn't, shan't, won't,  
should not be used except in direct quotation of the words of  
a speaker.

## 31. Dangling Constructions

A participle, gerund or infinitive in a subordinate  
clause must logically modify a word in the main clause. If it  
does not do this it is said to dangle. Be careful to avoid  
dangling constructions.

DANGLING CONSTRUCTION:

After electing the president, Brown  
left the meeting.

WRITE:

After the election of the president,  
Brown left the meeting.

Note that the so-called absolute construction in which  
no part of the clause is dependent on the remainder of the sen-  
tence, is not wrong: "The president having been elected, Brown  
left the meeting." However, this construction is usually clumsy  
and affected (in imitation of Latin).

32. Distinctions

Be sure you know the difference between words often confused. Distinguish carefully:-

affect (verb)	effect (verb and noun)
aggravate (make worse)	annoy
balance	remainder
continual	continuous
ensure	insure
farther (distance)	further
fewer (number)	less (quantity)
licence (noun)	license (verb)
practice (noun)	Practise (verb)

A good way of remembering where to use g and where s (as in the last two sets of examples) is to use the analogy of device and desire.

33. Due

Due is an adjective, and must have a noun to modify.

WRITE:

The abolition of the budget meeting was due to apathy. (Not "The budget meeting was abolished due to apathy," which grammatically connects "meeting" with "apathy".)

34. Fraternities

Call men's fraternities simply "fraternities".

"Women's fraternities" are so called to distinguish them from business girls' similar organizations - a distinction not necessary on the campus. Avoid this solecism; use "sororities".

35. Graduate

It is incorrect to say, "He was graduated from the University of Alberta". The verb is to graduate. Say, "He graduated from ...."

36. Improprieties, Barbarisms, Slang

Avoid improprieties (using a word to fulfil the office of another part of speech), barbarisms (words coined without authority from words in good standing) and, in general, slang

(words not recognized by Standard Modern English).

WRITE:

Alberta plays host to the UBC curlers this week .... (Not "hosts").

It is not clear what moved him to take such action .... (Not "motivated").

More than half of the History 58 class failed last year .... (Not "flunked out").

37. Italics

Italicize the names of books, ships and aircraft. Enclose in quotation marks the names of plays, long poems, operas and songs. For newspapers and other periodicals, no special setting is used, but be careful to capitalize the first word in the name, eg, The Varsity, The Journal of the Canadian Linguistic Association.

Because of mechanical difficulties at the print shop, names marked for italics will sometimes come back set in boldface. This is unavoidable.

38. Loan

Loan is a noun. The corresponding verb is lend.

WRITE:

Council will ask the government for a loan of \$1,000,000, or, Council will ask the provincial government to lend the Students' Union \$1,000,000. (Not "ask .... to loan").

39. Logic

Beware of writing sentences that are illogical. They make good "howlers" but poor news copy.

ILLOGICAL:

Of the 12 nominations, five will be elected.

LOGICAL:

Of the 12 persons nominated, five will be elected.

40. Mannerisms

Avoid hackneyed mannerisms. They invariably fall flat.

## ATTEMPTED BRIGHTNESS:

The football warriors of the Queen city will play the Limestone city's squad of pigskin chasers this afternoon.

## GOOD WRITING:

The Toronto football team will play the Queen's University team this afternoon.  
(Brown, p. 10).

41. Names

The first time names appear in the body of the story, always give first names or initials, as, John Jones, William H. Brown, J.K. White.

The first time a name appears in the body of a story, do not precede it with Mr. In the case of a woman's name appearing for the first time, do not precede students' names with Miss (or Mrs.), but do precede a woman's name with Miss or Mrs., if she is not a student or younger person.

The second and subsequent times that a name appears, make it the last name alone for male students, as, Jones added, etc.; make it Mr. for other men, as, Mr. Brown; make it Miss or Mrs. and a girl's or woman's last name, as, Miss Green, Mrs. Black.

Never use the first names of persons alone. Follow the rules given here.

Give first names of unmarried women with their last names, not initials only, as, Miss Mary Smith.

Always identify a person whose name is used. Never take for granted that a person is well enough known just by name. Remember that surveys have shown that some persons do not even know who is prime minister. In the case of students, if there is no identification by position, use year and faculty, as,

Peter White, comm 2, has won, etc.

Amos Black, president of the Students' Union, says, etc.  
 Student Council secretary Jane Smith has announced, etc.  
 Dr. G. M. Smith, dean of arts, has asked, etc.  
 The Hon. Sir Wilfred Laurier, Canada's prime minister, etc.

(Note that faculty identification is abbreviated).

Avoid long or awkward titles before a person's name.

Use them following, in apposition, as, John Jones, superintendent of public works.

Avoid Mesdames and Messrs. before groups of names.

Put the Rev. before a clergyman's full or last name, as, the Rev. John Brown and the Rev. Mr. Brown. (Note: "the Rev. Brown" is NOT correct.) Priests, on second reference, are called Father. The hon. is a title applied for life to members of the Canadian Privy council, and during office to senators and speakers of both Canadian houses of parliament, judges of the Supreme court of Canada and to members of provincial cabinets during office. A member of the Imperial Privy council is styled the Rt. Hon..

#### 42. Numbers

Numbers from one to ten should be spelled out. Eleven and higher should be written as digits.

Use figures for scores, telephone numbers, street numbers, degrees of temperature, times in races, automobile licence numbers, latitudes and longitudes, distances, votes, betting odds, ages, percentages and dimensions.

If a sentence begins with a number, spell it out. Certain phrases involving the use of figures should be spelled out as, one case in a hundred.

Fractions should be spelled out, except after figures.

Except in dates, page and verse numbers, street and telephone numbers, use commas to set off figures in groups of three.

Avoid unnecessary ciphers, as, 9 a.m., not 9:00 a.m.; \$100, not \$100.00. Do not repeat a number in parenthetical figures, as, the explosion killed ten persons, not, .....killed ten (10) persons.

Use figures for all sums of money, except for use of the words a penny, a nickel, a dime, a quarter, a dollar, a shilling, a pound, a rupee. Note, however, that specific amounts are written -

Five cents, 25 cents, \$1, \$25, £2 6s 5d (No periods in English money abbreviations).

Use figures for dates. Write them as, March 15, 1952 and Sept. 8, 1951. Omit ordinal signs (st, rd, th) after dates.

#### 43 Omissions

Do not omit words necessary to the logical meaning of a sentence.

WRITE:

I met a man and a woman. (Not "I met a man and woman," unless you are talking about Christine Jorgenson).

WRITE:

Prof. Smith has an interest in and knowledge of his subject. (If the "in" is omitted, the construction becomes "interest ... of" which is meaningless.)

ANSWER:

Prof. Smith knows Jones better than any other living man. (Add words to give the meaning, as, Smith knows Jones better than he knows any other living man, or, Smith knows Jones better than any other living man knows Jones).

On the other hand, in informal writing, some connectives are better omitted.

## LOOSE:

Mr. Green, who is president of Students Council, will announce the change, which is effective immediately. They said that they would come. He was born at some place in Quebec. The club will meet on Monday.

## CONDENSED:

Mr. Green, president of Students Council, will announce the change, effective immediately. They said they would come. He was born some place in Quebec. The club will meet Monday.

44. Over

In estimating figures, avoid the word "over". Use "more than", as in "More than 70 delegates arrived ...."

45. Pronouns

Pronouns with antecedents (nouns to which they refer) must agree with their antecedents in person, gender, number and case. Always check doubtful pronouns to make sure they do so agree.

A difficulty arises in reference to collective nouns. Should the reference of the pronoun be singular or plural? The safest rule that can be given is: consider whether the collective is best considered as a unit, or as a group of individuals.

## EXAMPLE:

The crowd stands on its feet and roars. (As one man.)

The crowd stand on their feet and roar. (As many individuals.)

The important thing to check, when using one of these constructions, is that the usage is consistent throughout - not "its" in one sentence and "their" in the next.

Avoid vague references to "it" or "they", as in "It is rumored that Dr. Andicott will speak," "They say that many students will fail the course". Nothing is wrong with these sentences grammatically, but the construction is weak and where

there are specific-reference pronouns in the neighbourhood, the construction can lead to confusion.

When a pronoun proves ambiguous, recast the sentence.

**AMBIGUOUS:**

Burns approached Manning about the matter, which he said was important.

**CLEAR:**

Burns approached Manning about the matter, which Manning replied was important.

**46. Punctuation**

Omit periods in initialized names, as, W.M.C., 70, SPCA, U of A. Use a period with the abbreviation of a college degree, as, B.A., D. Litt. Do not use a period in denoting English money, as, £25 7s 2d.

Use the apostrophe in making plurals of letters, but not of figures, as, temperatures in the 60s, four A's. Omit the apostrophe in Students Council, Engineering Students society, and similar cases.

Use a comma to separate phrases in apposition from persons' names, as, John Jones, president of the Law club, said, etc. Omit the comma before of in such a construction as John Jones of the Law club said, etc.

Use the comma before and in a series, as, pennies, nickels, and dimes. Use the comma to break up and clarify long, involved sentences. As a general rule, when the lack of one renders the meaning doubtful, use a comma.

Avoid parentheses as much as possible. When parentheses are used, punctuate the remainder of the sentence as if the parentheses and the enclosed words were not there. Use parentheses to enclose figures that indicate subject divisions, as, Five points were raised: (1) the cost of construction, etc.

Use parentheses to surround words inserted into indirect speech, for example, when a word is inserted to clarify the meaning of a pronoun, as, Mr. Drew said that they (the Conservatives) would, etc. Use square brackets to do the same thing direct quotation, as, Mr. Drew said, "We [Canadians] must realize", etc.

Three periods indicate an omission within a quoted sentence or passage, as, I believe in the ... dignity of man," he said. When the omission comes at the end of a sentence, use four periods (the last standing for the period at the end of the sentence).

Avoid using the hyphen wherever possible. Either run the parts of the word together or separate them entirely. But hyphens must be used in some cases to clarify the meaning, as, to re-cover a chair; or to avoid awkward vowel combinations, as, co-operation, make-up.

Do not capitalize the second element in hyphenated words unless it is a proper noun or proper adjective.

When a mark of punctuation occurs in an original sentence being quoted, include the appropriate punctuation within the quotation marks. Otherwise, place punctuation outside the quotation marks.

WRITE:

"Our fate hinges on science, religion and politics," said Dr. Rowan. (Punctuation in original statement.)

Dr. Bentley's topic will be "Population and Peace". (No punctuation included in title.)

#### 47. School Grades

Write public school grades, as, grade I, grade V, grade XII. (Note: In Ontario and elsewhere, upper grades may be referred to as 1st form, 5th form, etc.)

48. Spelling

The authority for spelling in The Gateway (with exceptions noted below), is the latest edition of The Oxford Dictionary.

Note carefully the spelling of these words:-

analyse, ballotine, blond, buses, centre, cheque, defence, definsive, dietitian, dispatch, embarrass, exhort, fulfil, gauge, grey, harass, inquire, interpretative, liquefy, Magna Corts, manoeuvre, offence, organize, paralyse, plough, preventive, quartet, rarefy, sacrilegious, sextet, sheriff, sizable, supersede, theatre, tyinx, wagon, weird, whisky, woollen.

The following spellings are exceptions to the general rule of following Oxford style. Watch for them.

1. Color, labor and other or words.
2. Acknowledgment, judgment.
3. Aluminum
4. Cigaret.
5. Connection.
6. Program.

49. Split Infinitive

With a possible rare exception, split infinitives are condemned. However, the practice of splitting compound verbs is in no way objectionable. (Canadian Press Style Book.)

WRITE:

He entreated them earnestly to consider his message, or, even better, "to consider earnestly his", etc., or "to consider his message earnestly", but never "to earnestly consider".)

WRITE:

Council will immediately consider the motion. (Will ...consider is a compound, not an infinitive, and may be split.)

50. To

Do not omit "to" in comparing figures.

WRITE:

Council was authorized to expend from 20 to 30 cents per student. (Not "from 20-30!)

### 51. Wars

In Gateway usage, the 1914 to 1918 war is the First Great War. The 1939 to 1945 war is the Second Great War. Any future world war is the Third Great War.

### 52. While

While indicates that two actions take place at the same time.

#### RIDICULOUS:

Mr. Smith played the "Wedding March" while Betty Jones sang "O, Promise Me". (They would not be doing these things at the same time.) (Scargill.)

### 53. World University Service

World University service (WUS) means the international organization. The World University Service of Canada (WUSC) is the national organization. Unless the international level is referred to, use WUSC.

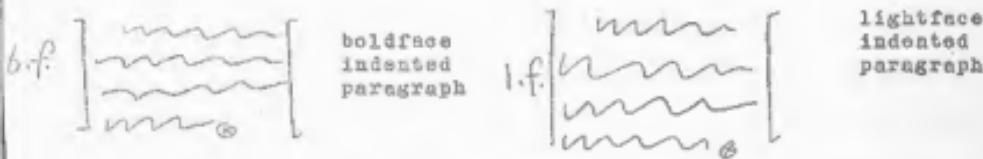
## IV. MARKING COPY

54. Setting Instructions

Instructions to the print shop for setting copy must include width of column and size of type required. Standard Gateway column width is 12 "ems" (a printers' measurement) or two inches. Even column widths should be referred to as 1 column, 2 columns, etc. Unusual column sizes should be specified in ems. Ordinary type size is "8 point"; some stories may be set "10 point" (slightly larger) or "6 point" (slightly smaller). Setting instructions should be written at the top of the first folio of the story.

Setting instructions, story slugs, folio numbers and the words "more" and "30" at the end of a folio must be circled to show that they are not to be set in type.

Mark paragraphs to be indented as follows:-



Mark sub-headlines thus:-

)] centred[	left flush	right flush
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Fonts of type are indicated:-

italics	<u>boldface</u>	<u>small caps</u>	<u>caps</u>	<u>egypt case</u>	<u>b.f. caps</u>
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(b.f.c.)

56. Copy Corrections

The following marks are used in correcting copy errors:-

^ or ✓ insert words or letters

T take out and close up

T take out, but do not close up

U letters transpose (p) words

② symbol for a period

L begin a new paragraph. (Short paragraphs are clearer.)

56. Proofreading marks

The following illustration shows the use of the most common proofreading marks. Others may be obtained from many grammars and dictionaries.

The university t  
of Alberta plays host next  
week to 70 delegates and ob-  
servers attending the 19th  
annual ~~annual~~ conference D  
of the National Federation  
of Canadian University Stu-  
dents, the first time the  
meeting has been held here. wf

The delegates —  
represent nearly every  
campus in Canada. Observers  
will attend from Czechoslovakia, #  
France, Germany, the U.S.  
and Pakistan. The convention A  
is stressing the government's  
role in higher education. no A

It hopes to im-  
prove the current info camp  
aign for increased federal caps  
government scholarship aid. I.C.

Today until Sun-  
day the national executive executive  
will hold pre-conference stet  
meetings in the Students  
Union building. .....

correct letter or word

insert letter or word

delete letter or word

transpose letter or word

wrong font of type

close up

space out

make new paragraph

no new paragraph

reset in capitals

reset in lower case

when it gets this bad, just  
write the correct word

"Stat" - let it stand, i.e.  
no correction necessary

